

The Map of Medicine® - an Innovative Knowledge Management Tool

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The Map of Medicine® is an online clinical knowledge resource, providing healthcare professionals with specialist knowledge at the point of care. Designed and developed by Medic-to-Medic®, the Map of Medicine has been created by healthcare professionals for healthcare professionals to provide instant 24/7 access to comprehensive clinical pathways incorporating the most valid evidence-based sources available.

Over 250 clinical care pathways covering all major areas of medicine and spanning both primary and secondary care represent visual patient journeys and serve as a model for clinical process, facilitating efficient use of resources and resource planning across a healthcare system. It also helps to define referral points and criteria, so minimizing the risks of poor referrals, inappropriate tests and procedures and flawed patient journeys.

As a clinical process model, the Map of Medicine facilitates standardization of practice and minimization of risk of variation in patient treatment across the healthcare system whilst leaving enough flexibility so as not to stifle innovation.

Flexible and customizable, the Map of Medicine empowers healthcare professionals to 'localize' the product, including the editing of pathway content and the edition of 'user notes'. Pre-formatted for printing, the Map of Medicine allows pathways to be shared across an organization: thus promoting knowledge sharing and best practice.

The Map of Medicine aims to resolve the main problems that healthcare professionals face today, problems such as:

- information overload
- the difficulty in meeting clinical governance standards
- an increasing overload on healthcare system
- clinical risk management
- limited clinical and local knowledge of student, trainee and locum staff

In addition, due to the visual flow-chart format and its underlying XML-based technology, the Map of Medicine can be a communication tool

which allows dissemination and rapid mobilization of best practices across the local community. It supports multidisciplinary team working by facilitating sharing of individual expertise and bridging the gap between the primary and secondary care. It is also a valuable source for Continued Professional Development.

The graphical representation of clinical content and information architecture is a unique feature of the Map of Medicine. Clinical thinking and process is pared down to digestible chunks and separated from the more detailed clinical information so that healthcare professionals can easily follow the clinical pathway and retrieve more detailed information instantly as required. Fundamental to the Map of Medicine approach is speed of access to the right information without patronizing the experienced clinician.

Due to the Map of Medicine being SNOWMED-CT® coded it has the capability to introduce SNOMED-CT codes to clinicians in a non-threatening and positive way. Each node on the Map has a SNOMED-CT code that facilitates further search function and allows its integration with EPR systems and other clinical knowledge resources including image banks and local clinical protocols.

The Map of Medicine can also be linked to any mobile device through the development of the appropriate interfaces. Medic-to-Medic is currently developing solutions for use on disconnected and mobile devices (PDAs, tablets PCs, smart phones). This will allow linking healthcare professionals including less expert staff to a wider community of experts, ensuring their competence and leveraging the full capability of the network.

The Map of Medicine is being deployed within the Connecting for Health program, the largest healthcare IT program in the world. The Map of Medicine is currently available in 79 National Health Service (NHS) organizations in England as part of this program and has been described by E-Health Insider as one of the genuine successes of the program.